

712CD

75TH MORSS CD Cover Page

If you would like your presentation included in the 75th MORSS Final Report CD it must :

1. *Be unclassified, approved for public release, distribution unlimited, and is exempt from U.S. export licensing and other export approvals including the International Traffic in Arms Regulations (22CFR120 et seq.);*
2. Include MORS Form 712CD as the first page of the presentation;
3. Have an approved MORS form 712 A/B and
4. Be turned into the MORS office no later than: **DEADLINE: 14 June 2007 (Late submissions will not be included.)**

Author Request (To be completed by applicant) - The following author(s) request authority to disclose the following presentation in the MORSS Final Report, for inclusion on the MORSS CD and/or posting on the MORS web site.

Name of Principal Author and all other author(s): Gary Ton

Principal Author's Organization and address:

Navy Recruiting Command

Code N5311

5722 Integrity Drive

Millington, TN 38054

Phone:901-874-9322

Fax:901-874-9327

Email: gary.ton@navy.mil

Please use the same title listed on the 75TH MORSS Disclosure Form 712 A/B. If the title of the presentation has changed please list both.)

Original title on 712 A/B: The Navy's new recruits challenge – Find recruits that can speak a little Pashtu!

If the title was revised please list the original title above and the revised title here:

PRESENTED IN:

WORKING GROUP: 20

DEMONSTRATION:

COMPOSITE GROUP:

POSTER:

SPECIAL SESSION 1:

TUTORIAL:

SPECIAL SESSION 2:

OTHER:

SPECIAL SESSION 3:

This presentation is believed to be: **Unclassified, approved for public release, distribution unlimited, and is exempt from U.S. export licensing and other export approvals including the International Traffic in Arms Regulations (22CFR120 et seq.)**

Report Documentation Page				Form Approved OMB No. 0704-0188	
Public reporting burden for the collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington VA 22202-4302. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to a penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.					
1. REPORT DATE 01 JUN 2007		2. REPORT TYPE N/A		3. DATES COVERED -	
4. TITLE AND SUBTITLE The Navys New Recruiting Challenge Find Recruits that can speak a little Pashtu!				5a. CONTRACT NUMBER	
				5b. GRANT NUMBER	
				5c. PROGRAM ELEMENT NUMBER	
6. AUTHOR(S)				5d. PROJECT NUMBER	
				5e. TASK NUMBER	
				5f. WORK UNIT NUMBER	
7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES) Navy Recruiting Command Code N5311 5722 Integrity Drive Millington, TN 38054				8. PERFORMING ORGANIZATION REPORT NUMBER	
9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES)				10. SPONSOR/MONITOR'S ACRONYM(S)	
				11. SPONSOR/MONITOR'S REPORT NUMBER(S)	
12. DISTRIBUTION/AVAILABILITY STATEMENT Approved for public release, distribution unlimited					
13. SUPPLEMENTARY NOTES See also ADM202526. Military Operations Research Society Symposium (75th) Held in Annapolis, Maryland on June 12-14, 2007, The original document contains color images.					
14. ABSTRACT					
15. SUBJECT TERMS					
16. SECURITY CLASSIFICATION OF:			17. LIMITATION OF ABSTRACT UU	18. NUMBER OF PAGES 16	19a. NAME OF RESPONSIBLE PERSON
a. REPORT unclassified	b. ABSTRACT unclassified	c. THIS PAGE unclassified			



NAVY_RECRUITING COMMAND

*The Navy's New Recruiting
Challenge – Find Recruits that
can speak a little Pashtu!*

75th MORSS

Mr. Gary Ton

Navy Recruiting Command

Plans, Analysis and Research Department

12-14 June 2007

NAVY
accelerate your life™



NAVY RECRUITING COMMAND

TOPICS

- Navy Requirements
 - *Forecasting of Potential Recruits*
- Region and Districts Goals
 - *Look at immigrants obtaining Permanent Resident Status*
- Performance to Goal
 - *Determining Efficient Recruiting Mechanisms*
- Concerns / discussion
- Credits
 - *Navy Recruiting Command Forecasting Division and Operations Department supplied a major portion of this brief.*
 - *Department of Homeland Security website supplied information on persons obtaining residence within US.*



NAVY RECRUITING COMMAND

Navy Requirements

- Strategic Requirements from...
 - *DUSD(MPP) Letter (15SEP05) requires services to “Recruit” people...plan due to USD(P&P) 15NOV05...spelled out Immediate Investment and Stronghold Language requirements.*
- Operational Objectives announced in...
 - *OPNAVINST 5300 series*
 - *N13 Goaling Notice – adds need for “Heritage Language”*
- Tactical Objectives...
 - *Determining Efficient Recruiting Mechanisms*
 - *Developing Incentives*
 - *Analysis and Evaluation*



NAVY RECRUITING COMMAND

DoD Heritage Languages – FY07 Goal of 200

<u>DoD Heritage Languages</u>	<u>Countries where Spoken</u>
Baluchi	Pakistan, Afghanistan, Iran
Pashtu	Afghanistan, Pakistan
Kurdish	Iraq, Iran, Turkey, Syria
Somali	Somalia, Ethiopia, Djibouti, Kenya
Punjabi	India, Pakistan
Urdu	Pakistan, India
Indonesian	Indonesia, E Timor
Hindi	India
Persian Iranian (Farsi)	Iran, Afghanistan, Tajikistan
Persian Afghan (Dari)	Afghanistan, Tajikistan
Arabic*	Various
Tausug/Moro	Phillipines, Indonesia, Mayasia
Chechen	Russia (Chechyna)
Tamil	India, Sri Lanka, Indonesia, Singapore
Malay	Malaysia, Singapore, Thailand, Brunei
Swahili	Tanzania, Uganda, Burundi, Rwanda
Cebuano	Phillipines
Haitian Creole**	Haiti
* To include Regional Dialects: Algerian, Egyptian, Gulf, Lebanese, Libyan, Maghrebi, Modern Standard Arabic, Moroccan, North Levantine, Sudanese, Syrian	
** Not to include Spanish Creole or French Creole	

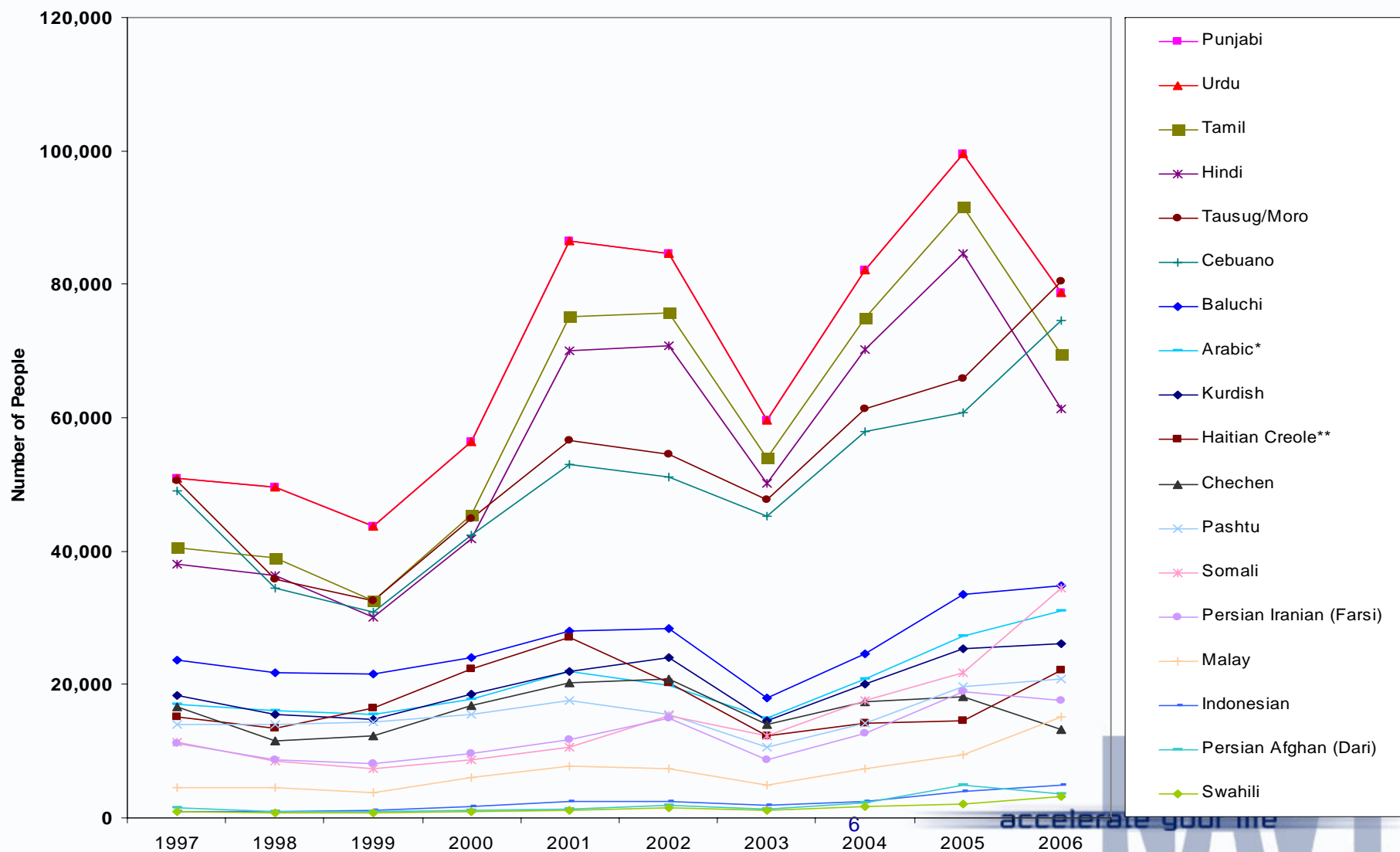
Minimum Eligibility Requirements

- Minimum AFQT Test Score
- US Citizen or Legal Permanent Resident
- Pass Defense Language Proficiency Test (DLPT) or Oral Proficiency Interview (OPI) in the target language at Interagency Language Roundtable (ILR) as follows:
 - DLPT: Listening Level 2 or Reading Level 2
 - OPI: Level 2
- US Citizen or Legal Permanent Resident



NAVY RECRUITING COMMAND

People Obtaining Legal Residence 1997-2006



accelerate your life

www.navy.com



NAVY RECRUITING COMMAND

DoD Heritage Languages – FY07 Goal of 200

DoD Heritage Language Groups				
DoD Heritage Language	2000 Census Language Group	Heritage Language Population (2000 Census)	% of US Pop	Expected Contracts
Arabic	Arabic	614,580	0.23%	78
Hindi	Hindi	317,055	0.12%	40
Urdu	Urdu	262,900	0.10%	33
Punjabi	Panjabi	141,740	0.05%	18
Tamil	Tamil	83,965	0.03%	10
Indonesian	Indonesian	48,140	0.02%	6
Somali	Proxy: Cushite	41,800	0.02%	5
Swahili	Swahili	36,690	0.01%	4
Malay	Malay	10,670	0.00%	1
Kurdish	Kurdish	10,190	0.00%	1
Pashtu	Pashto	7,710	0.00%	0
Chechan	Proxy: Caucasian	4,440	0.00%	0
Quechua	Quechua	885	0.00%	0
Papiamentu	Papia Mentae	795	0.00%	0
Cebuano	Proxy: Polynesian	625	0.00%	0
Tausug / Moro	Proxy: Bikol	445	0.00%	0
Balochi	Balochi	115	0.00%	0
DHL Total		1,582,745	0.60%	196
US Population		262,374,754		

Other / Additional DOD Heritage Languages Not Currently Identified To Be Recruited				
Chinese	Chinese	1,499,635		0
Haitian Creole	Proxy: French Creole	453,370		0
Hebrew	Hebrew	195,375		0
Korean	Korean	894,065		0
Russian	Russian	706,240		0
Serbo-Croatian	Serbocroatian	130,100		0
Total - Other		3,878,785		0



NAVY RECRUITING COMMAND

DoD Heritage Languages – FY07 Goal of 200

FY07 DoD Heritage Language NCO										
	FY07 DHL NCO				Top 3 DoD Heritage Languages (DHL) for District					
	<u>DHL NCO</u>	<u>DHL Share</u>	DHL Population	% Of Total Pop	Language	% Of DHL Pop	Language	% Of DHL Pop	Language	% Of DHL Pop
Nation	200		836,910	0.33%	Arabic	38%	Hindi	17%	Indonesian	1%
East	101	0.5053	422,924	0.30%	Arabic	50%	Hindi	19%	Indonesian	0%
West	99	0.4947	413,986	0.36%	Arabic	25%	Hindi	16%	Indonesian	2%
	<u>Recommended NCO</u>									
New England	6	0.0556	23,520	0.15%	Arabic	51%	Hindi	29%	Tamil	6%
New York	39	0.3934	166,330	1.04%	Arabic	39%	Hindi	23%	Urdu	20%
Jacksonville	2	0.0209	8,855	0.15%	Arabic	70%	Urdu	19%	Hindi	9%
Atlanta	3	0.0270	11,405	0.14%	Hindi	28%	Arabic	27%	Persian	19%
Nashville	1	0.0125	5,284	0.05%	Arabic	53%	Kurdish	23%	Hindi	12%
Raleigh	2	0.0210	8,885	0.08%	Arabic	63%	Hindi	18%	Urdu	7%
Richmond	17	0.1638	69,284	0.87%	Arabic	32%	Persian	30%	Hindi	17%
Ohio	4	0.0404	17,094	0.12%	Arabic	71%	Hindi	17%	Urdu	3%
Philadelphia	5	0.0462	19,529	0.17%	Arabic	44%	Hindi	30%	Urdu	11%
Pittsburgh	2	0.0187	7,929	0.08%	Indonesian	2%	Arabic	51%	Hindi	33%
Michigan	17	0.1729	73,124	0.54%	Arabic	86%	Hindi	7%	Urdu	3%
New Orleans	1	0.0075	3,190	0.05%	Arabic	73%	Hindi	16%	Persian	5%
Miami	2	0.0201	8,495	0.09%	Arabic	74%	Urdu	15%	Hindi	6%

DHL NCO based on Census Population of Languages Spoken at Home



NAVY RECRUITING COMMAND

District Results – FY07 Goal of 200

	USN DHL	USN IIL	USN SHL	DOD IIL	DOD SHL
New England	3	6	3	47	4
New York	6	27	9	118	12
Jacksonville	2	3	3	56	3
Atlanta	1	1	2	21	1
Nashville	1	2	0	20	0
Raleigh	0	2	1	28	4
Richmond	5	6	3	53	7
Ohio	0	3	1	19	0
Philadelphia	2	1	2	26	6
Pittsburgh	2	6	0	28	0
Michigan	1	3	1	23	1
New Orleans	1	1	0	15	2



NAVY RECRUITING COMMAND

DoD Heritage Languages – FY07 Goal of 200

FY07 DoD Heritage Language NCO										
	FY07 DHL NCO				Top 3 DoD Heritage Languages (DHL) for District					
	<u>DHL NCO</u>	<u>DHL Share</u>	DHL Population	% Of Total Pop	Language	% Of DHL Pop	Language	% Of DHL Pop	Language	% Of DHL Pop
Nation	200		836,910	0.33%	Arabic	38%	Hindi	17%	Indonesian	1%
East	101	0.5053	422,924	0.30%	Arabic	50%	Hindi	19%	Indonesian	0%
West	99	0.4947	413,986	0.36%	Arabic	25%	Hindi	16%	Indonesian	2%
	<u>Recommended NCO</u>									
Chicago	13	0.1340	55,464	0.42%	Urdu	38%	Arabic	38%	Hindi	18%
Denver	1	0.0089	3,680	0.05%	Arabic	57%	Persian	19%	Hindi	14%
Minneapolis	1	0.0142	5,889	0.05%	Arabic	45%	Hindi	16%	Tamil	8%
Phoenix	1	0.0093	3,845	0.06%	Arabic	61%	Hindi	17%	Persian	14%
Dallas	5	0.0500	20,684	0.22%	Urdu	28%	Arabic	27%	Persian	21%
Houston	7	0.0728	30,150	0.46%	Urdu	41%	Arabic	29%	Hindi	17%
Los Angeles	24	0.2452	101,505	0.78%	Indonesian	4%	Hindi	4%	Panjabi	3%
Portland	1	0.0096	3,980	0.08%	Persian	29%	Arabic	28%	Hindi	27%
San Francisco	30	0.3032	125,510	1.10%	Hindi	28%	Panjabi	27%	Persian	24%
Seattle	2	0.0179	7,420	0.11%	Persian	27%	Panjabi	23%	Arabic	22%
San Diego	11	0.1096	45,390	0.57%	Persian	58%	Arabic	33%	Hindi	4%
San Antonio	1	0.0093	3,845	0.07%	Arabic	33%	Hindi	28%	Urdu	23%
St. Louis	2	0.0160	6,624	0.06%	Arabic	52%	Hindi	15%	Urdu	14%

DHL NCO based on Census Population of Languages Spoken at Home



NAVY RECRUITING COMMAND

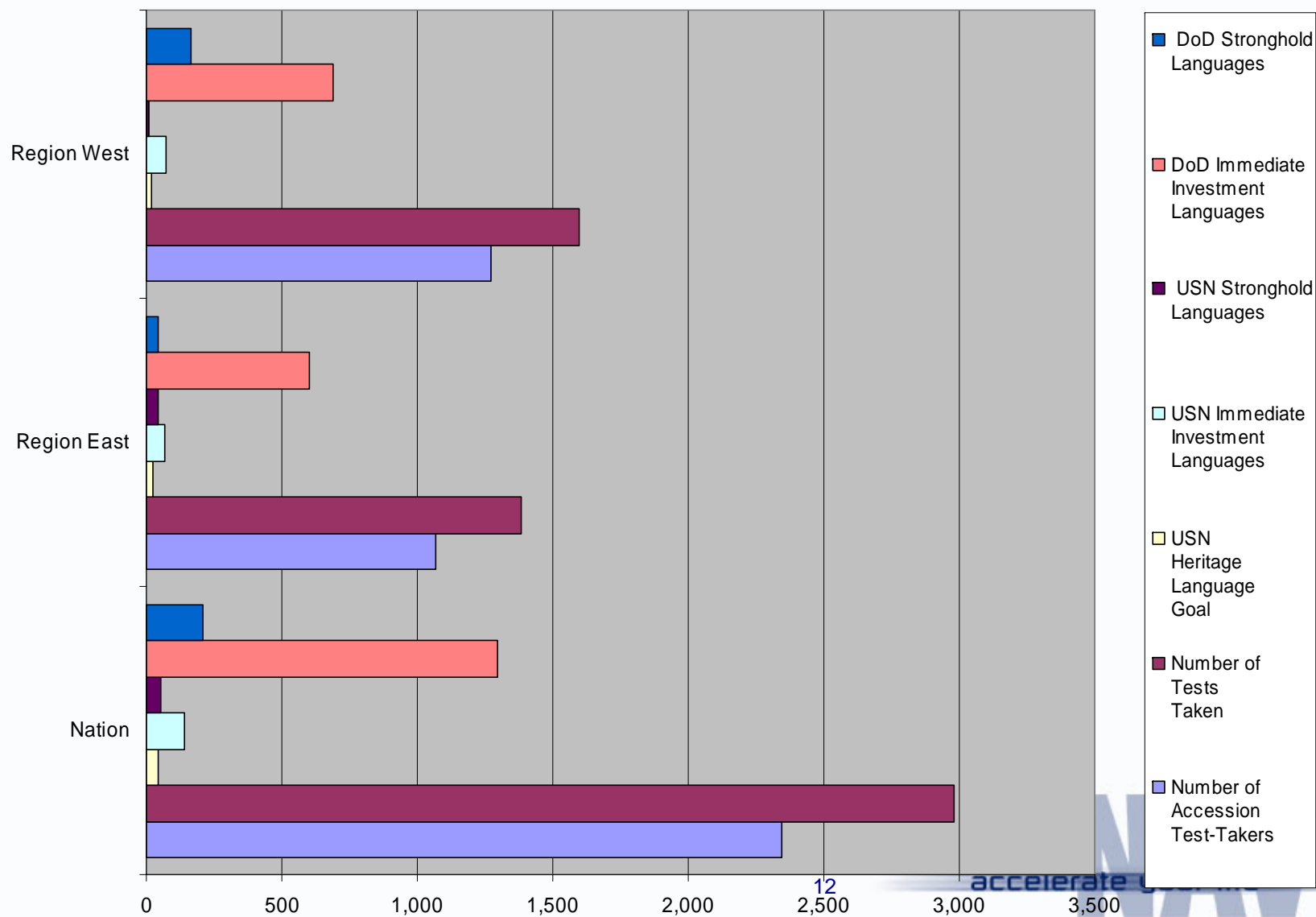
District Results – FY07 Goal of 200

	USN DHL	USN IIL	USN SHL	DOD IIL	DOD SHL
Chicago	1	3	0	37	3
Denver	1	2	0	30	0
Minneapolis	2	1	0	18	0
Phoenix	2	4	2	71	2
Dallas	1	3	0	37	5
Houston	0	4	1	38	7
Los Angeles	3	19	1	137	40
Portland	1	4	1	26	3
San Francisco	5	18	1	81	36
Seattle	0	2	0	17	2
San Diego	2	9	1	111	61
San Antonio	0	1	0	70	4
St. Louis	1	2	1	17	1



NAVY RECRUITING COMMAND

National Accessions by Region





NAVY RECRUITING COMMAND

Process Mechanism

- Member is identified by Recruiter as a heritage speaker, discuss language capability and begin screening process
- Member is taken to MEPS and begins entrance process.
- Classifier contacts CNRC and indicates that he has a member that may qualify for the program.
- Screen for possible Intel job. If not qualified for CTI or IS, the member should be classified as one of the needed ratings (GWOT). Review in-place incentives/special pays for consideration
- Cross check “language” against a Defense Language Proficiency Test (DLPT) available or if an Oral Proficiency Interview (OPI) is required.
- DLPT testing is done at the MEPS station and the test score will be entered into the individual's record if applicable. Scores of 2/2 are required for qualification.



NAVY RECRUITING COMMAND

Process Mechanism

- Member may be eligible for a Enlistment Bonus for Language Proficiency - \$10,000 paid at completion of school.
 - Only certain ratings are eligible – Seabee's (Builders, Construction ratings, Equipment operators, etc.), Hospital Corpsman, Master at Arms, Religious Persons.
 - One year extension required.
 - Must have one of the Heritage Language capabilities
- Foreign Language Proficiency Bonus is a post-recruiting eligibility.
 - Its broader to include interagency requirements.
 - Can be “learned” while on active duty
 - Has different proficiency levels that EBLP.



NAVY RECRUITING COMMAND

Process - ISSUES

- Funding for the testing
- Changes in the scope of the DLPT 5 tests
- Documentation for test completion to ensure proper payment
- Working with N13 for proper placement of an incentive bonus in comparison to the FLBP and FLPP.



Contact

Mr. Gary Ton 901-874-9322 (gary.ton@navy.mil)

NAVY
accelerate your life™